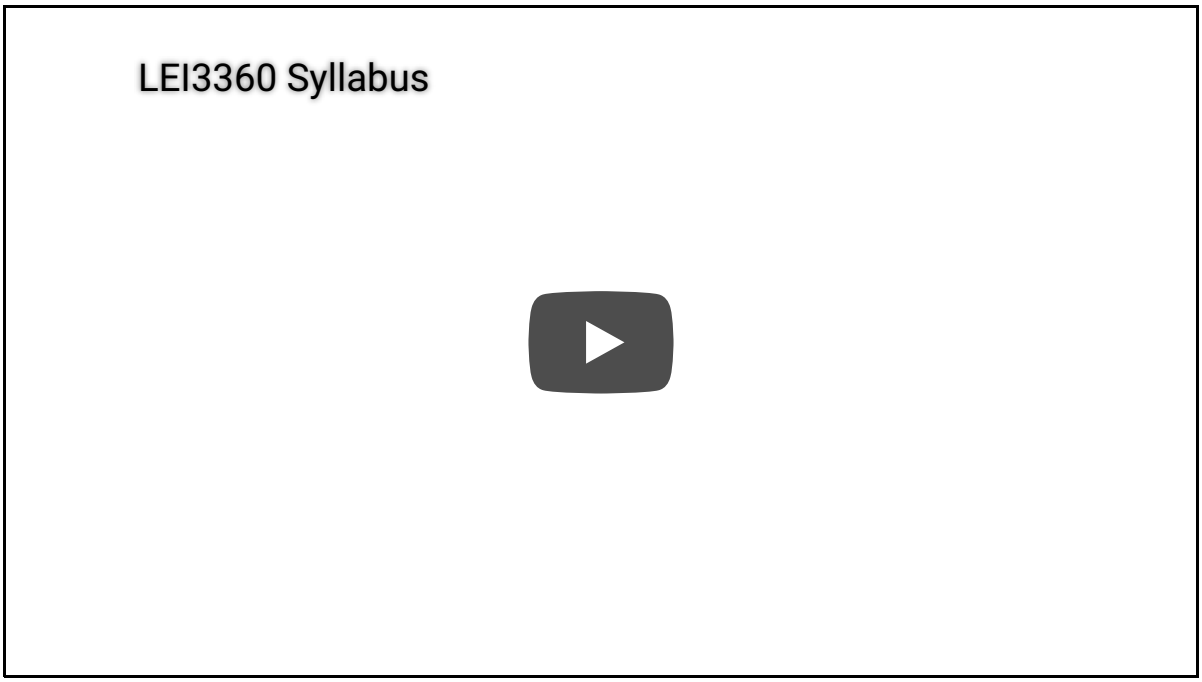
LEI3360: HOSPITALITY MANAGEMENT

SYLLABUS

OVERVIEW



This course presents an overview of the operations, planning, and management of the hospitality and tourism industries. It includes a set of career development assignments so as to better prepare you for your university experience and future career opportunities.

The course also provides an overarching perspective on the hospitality, tourism and events industry including the study of the interrelations and interfacings across the Hospitality, Tourism, and Events profession. Specifically, this course introduces you to trends, organization, and operations within the hospitality industry which includes tourism, lodging, restaurant, beverage recreation and leisure, gaming, managed services, meeting/convention/ exhibition/special event segments.

OBJECTIVES

Upon successful completion of this course you will be able to:

- Provide an understanding of the hospitality industry, operations and management concepts.
- Understand the interrelationships of the hotel, restaurant, event, and travel professions.
- Develop a basic understanding of the hospitality industry- its trends, segments and structure.
- Compare and contrast the various segments, players, and people of the industry.
- Describe and discuss the organizational design and departmental functions within hospitality operations (e.g., human resources, marketing, purchasing, accounting, management and finance).
- Explore the global aspects of the hospitality industry.
- Understand the potential jobs and careers in the industry.

ATTENTION

- In order to gain access to the content in this course, **the Orientation module (including assignments as mentioned at the bottom of this page) must be completed in entirety**.
- Be sure to **disable your pop-up blocker** to avoid blocking of content in Canvas.
- If you are new to Canvas, watch the **Canvas Overview video (https://community.canvaslms.com/videos/1124)** [3:58]. If you have any questions regarding Canvas, refer to the **Canvas Guides (https://community.canvaslms.com/community/answers/guides)** .

INSTRUCTOR

NICO ROSE, M.S. ED., CHIA

Messaging: Use the **Canvas Inbox** (https://community.canvaslms.com/docs/DOC-10573) conversation tool to message your instructor.

Office Hours: Virtual office hours are held online, by scheduled appointment only, via **Zoom Conferences** (https://support.zoom.us/hc/en-us/sections/201728913-Joining-Starting) .

Phone: 786-423-5494 (iMessage/WhatsApp)

Email: n.rose@ufonline.ufl.edu (mailto:n.rose@ufonline.ufl.edi)

Website: https://ufonline.ufl.edu (http://hhp.ufl.edu/about/faculty-staff/thapa_brijesh/)

Use Canvas mail and/or email ONLY for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the **"Getting Help"** section below.

Expect a response within 48 hours. All online correspondence must have your full name in the message body, and contain your course and section number in the subject line.

If you have a question not specific to you, consult the **General Help Forum**. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

GETTING HELP

If you encounter a technical issue, please contact **UF Computing Help Desk**

(http://helpdesk.ufl.edu) , or utilize the one of the following self-help resources:

- **Video: Canvas Student Overview** (https://community.canvaslms.com/videos/1124) [7:04]
- **Which Browsers Does Canvas Support?** (https://community.canvaslms.com/docs/DOC-10720)
- **How Can I Use Canvas on My Mobile Device?** (https://guides.instructure.com/m/4212/l/717947-how-can-i-use-canvas-on-my-mobile-device-as-a-student)
- **Canvas Student Guide** (https://guides.instructure.com/m/4212)
- **Canvas Video Guide** (https://community.canvaslms.com/community/answers/guides/video-guide#jive_content_id_Students)
- **Mediasite Viewing Requirements** (https://video.ufl.edu/streaming/mediasite/requirements/) - technical requirements for watching lecture videos.
- **Zoom Conferences Student Step-by-Step Guides** (https://training.it.ufl.edu/training/items/zoom.html)

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

REQUIRED TEXTS & COURSE MATERIALS

- Walker, J.R., (2019). Exploring the Hospitality Industry, 4th Edition. New York, NY: Pearson (ISBN-13: 978-0-13-474493-3).
- **LinkedIn Learning** (https://elearning.ufl.edu/supported-services/linkedin-learning/) (no cost, directions for use will be provided within course modules)
- **Typsy** (https://www.typsy.com/) (no cost, directions for use will be provided within course modules)

COURSE REQUIRED ACTIVITIES

DISCUSSIONS

There are fourteen (14) discussion topics associated with the course content.

LEARNING ACTIVITIES

There are seven (7) Learning Activities throughout this course. Learning Activities consist of either 1) Linkedin Learning experiences, 2) Typsy experiences, or 3) professional certification preparation.

QUIZZES

There are fourteen (14) quizzes associated with the course content and textbook readings. Read the textbook chapters, watch the video lectures, and take the module quizzes.

EXAMS

There are two (2) exams associated with the course content: the Mid-Term Exam and the Final Exam.

EXTRA CREDIT

There are four extra credit opportunities offered throughout the course. Opportunities will be posted via Canvas Announcement and also appear in the module overview for the week.

STUDENT FEEDBACK SURVEYS

Every semester, students will complete two surveys to give feedback to the instructor regarding the elements of this course. These surveys are anonymous and are a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and to share any advice you have to make the course better. You will be asked questions regarding the instructor presence, lectures, assignment quality, etc.

MID-COURSE SURVEY

The Mid-Course Survey will take place during Module 4 of the course. This survey will act as a prerequisite for the rest of the modules, and will require completion before moving forward in the course. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

END-OF-COURSE SURVEY

The End-of-Course Survey will take place during Module 14 of the course. This survey will act as a prerequisite for the final module and will require completion before moving forward. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

GRADING POLICIES

Discussions, Learning Activities, and Quizzes will be returned, graded with feedback within one week (7 days) after submission.

NOTE: Your lowest grade (including a grade of zero) will automatically be dropped from your Discussion, Learning Activity, and Quiz groups.

GRADE DISTRIBUTION

Assignment	Total Percent of Grade
Discussion (x14)	25%
Learning Activities (x7)	25%
Quiz (x15)	25%
Exam (x2)	25%
Total	100%

GRADING SCALE

A 94% - 100%

A-	90% - 93.99%
B+	87% - 89.99%
B	84% - 86.99%
B-	80% - 83.99%
C+	77% - 79.99%
C	74% - 76.99%
C-	70% - 73.99%
D+	67% - 69.99%
D	64% - 66.99%
D-	60% - 63.99%
E	0 - 59.99%

Information about UF's current grading policies may be found at the **UF Grades and Grading Policies website** **(https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)** .

🏛 UF POLICIES

POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the **Disability Resource Center** **(https://drc.dso.ufl.edu/)** (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

The instructor should be notified of any special accommodations required by the student when they begin their course.

UF COUNSELING SERVICES

Resources are available on campus for students having personal problems or lacking a clear career and academic goals which interfere with their academic performance. These resources include:

- **UF Counseling & Wellness Center** **(https://counseling.ufl.edu)** , 301 Peabody Hall, 352-

392-1575, personal and career counseling

- **UF Student Health Care Center** (http://shcc.ufl.edu)
  - Student Mental Health, 352-392-1171, personal counseling
  - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- **U Matter We Care** (http://www.umatter.ufl.edu)
- **UF Career Resource Center** (https://www.crc.ufl.edu), Reitz Union, 352-392-1601, career development assistance and counseling

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

UF students are bound by **The Honor Pledge** (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) which states:

> "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The **Honor Code** (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

From **Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations** (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/):

> **Plagiarism**. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:
>
> 1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
> 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

From **Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions** (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) :

> For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:
>
> 1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
> 2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

COURSE EVALUATION

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals.

Guidance on how to give feedback in a professional and respectful manner is available at the **GatorEvals** (https://gatorevals.aa.ufl.edu/students/) website. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the **GatorEvals portal** (https://ufl.bluera.com/ufl/) . Summaries of course evaluation results are available to students on the **GatorEvals Public Data** (https://gatorevals.aa.ufl.edu/public-results/) website.

Course Summary:

Date	Details	Due
Sun Jan 9, 2022	**Introduce Yourself** (https://ufl.instructure.com/courses/447439/assignments/4997055)	due by 11:59pm
	Orientation Quiz (https://ufl.instructure.com/courses/447439/assignments/4997047)	due by 11:59pm
	Learning Activity 1	

	(https://ufl.instructure.com/courses/447439/assignments/5050732)	due by 11:59pm
Sun Jan 16, 2022	Module 1 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997056)	due by 11:59pm
	Module 1 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997043)	due by 11:59pm
Sun Jan 23, 2022	Module 2 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997057)	due by 11:59pm
	Module 2 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997054)	due by 11:59pm
Sun Jan 30, 2022	Learning Activity 2 (https://ufl.instructure.com/courses/447439/assignments/5050740)	due by 11:59pm
	Module 3 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997058)	due by 11:59pm
	Module 3 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997046)	due by 11:59pm
Sun Feb 6, 2022	Learning Activity 3 (https://ufl.instructure.com/courses/447439/assignments/5050739)	due by 11:59pm
	Module 4 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997059)	due by 11:59pm
	Module 4 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997041)	due by 11:59pm
Sun Feb 13, 2022	Module 5 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997060)	due by 11:59pm
	Module 5 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997045)	due by 11:59pm

	Learning Activity 4 (https://ufl.instructure.com/courses/447439/assignments/5050738)	due by 11:59pm
Sun Feb 20, 2022	Module 6 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997061)	due by 11:59pm
	Module 6 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997040)	due by 11:59pm
Sun Feb 27, 2022	Mid-Term Exam (https://ufl.instructure.com/courses/447439/assignments/4997042)	due by 11:59pm
	Module 7 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997062)	due by 11:59pm
Sun Mar 6, 2022	Learning Activity 5 (https://ufl.instructure.com/courses/447439/assignments/5050737)	due by 11:59pm
	Module 8 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997063)	due by 11:59pm
	Module 8 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997053)	due by 11:59pm
Sun Mar 20, 2022	Learning Activity 6 (https://ufl.instructure.com/courses/447439/assignments/5050736)	due by 11:59pm
	Module 9 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997064)	due by 11:59pm
	Module 9 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997052)	due by 11:59pm
Sun Mar 27, 2022	Module 10 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997065)	due by 11:59pm
	Module 10 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997044)	due by 11:59pm

Sun Apr 3, 2022	Module 11 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997066)	due by 11:59pm
	Module 11 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997050)	due by 11:59pm
Sun Apr 10, 2022	Module 12 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997067)	due by 11:59pm
	Module 12 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997039)	due by 11:59pm
Sun Apr 17, 2022	Learning Activity 7 (https://ufl.instructure.com/courses/447439/assignments/5050734)	due by 11:59pm
	Module 13 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997068)	due by 11:59pm
	Module 13 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997051)	due by 11:59pm
Wed Apr 20, 2022	Module 14 Discussion (https://ufl.instructure.com/courses/447439/assignments/4997069)	due by 11:59pm
	Module 14 Quiz (https://ufl.instructure.com/courses/447439/assignments/4997049)	due by 11:59pm
Wed Apr 27, 2022	Final Exam (https://ufl.instructure.com/courses/447439/assignments/4997048)	due by 11:59pm